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**DEVELOPING ADVENTURE TOURISM IN BANGLADESH**

**Case study: Cox's Bazar and Saint Martin Island**

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## ABSTRACT

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<p>Cox's Bazar and the Saint Martin Island are located in the southern parts of Bangladesh, known as the most beautiful places in the country. For many years, it has been a general holiday destination for tourists from all over the world. Blessed with the longest uninterrupted sea beach and overlooking the Myanmar border, it has many resources that can be ideal for developing adventure tourism.</p> <p>The purpose of this thesis was to find out possible development for adventure tourism in Cox's Bazar and Saint Martin Island. This thesis was divided into two parts, the first part was a theoretical part and deals with required development theories for developments and for the second part, the qualitative research method was used to achieve the results, using semi-structured interviews, which includes questions about Cox's Bazar and Saint Martin Island for developing adventure tourism then the text was analysed. Various books, journals and website information were used for the theoretical part, which provided an overall condition of the existing tourism market and necessary steps that should be taken in order to develop adventure tourism.</p> <p>The result of the research has accumulated many important answers. Data acquired through interviews on the subjects of Cox's Bazar and Saint Martin Island expressed the relation between proper marketing and destination development and necessary steps to overcome the challenges for developing adventure tourism and to make Cox's Bazar and Saint Martin Island into major adventure tourism destinations were also provided.</p>		

### Keywords

Adventure, ATTA Cox's Bazar, Development, Destination, Marketing, Saint Martin Island, Tourism

## **ABBREVIATIONS**

ATDI	Adventure Tourism Development Index
ATTA	Adventure Travel and Trade Association
BBC	British Broadcasting Centre
BPC	Bangladesh Parjatan Corporation
GDP	Gross Domestic Product
NASA	North American Space Agency
NTA	National Tourism Authority
SWOT	Strengths, Weaknesses, Opportunities and Threats
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organization
USA	United States of America
WTTC	World Travel and Tourism Council

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## **1 INTRODUCTION**

Today's tourism industry has seen a rapid change due to its diverse range of target groups. To fulfill this demand, tourism industries have evolved in so many different ways which always justifies creating new sectors in the tourism field. Hence, adventure tourism is one of the creations that has seen significant commercial importance in the last decades. Adventure tourism is rapidly growing in popularity as tourists seek different holidays, unusual from the typical beach vacation. Adventure tourism activities can be different from people to people but activities like trekking, mountaineering expeditions, bungee jumping, scuba diving and rock climbing are frequently cited as a forms of adventure tourism in the modern world. In South Asia countries like Nepal, India and Bangladesh have noticed a steady growth in their economy, due to increasing number of tourism activities. Many of these countries have a significant number of tourism industries in various sectors but the adventure tourism sector seems to be lagging behind because of poor economic growth. In this region there is a huge potential for developing adventure tourism because of its natural resources, and moreover the number of younger people in that area.

Bangladesh has not yet seen a development in adventure tourism industries, even though it has many potential resources. The landscape in the northern part is pristine and the southern part has been blessed with the longest sea beach in the Bay of Bengal and can be ideal for developing adventure tourism. Development is a much extended idea, the topic chosen by the author is related to development of adventure tourism in the southern part of Bangladesh, especially in Cox's Bazar and on Saint Martin Island. The whole focus of the thesis is to find out the possibility of developing adventure tourism, and outlining the development process. In addition, the thesis also discussed strengths and weaknesses and threats for developing adventure tourism.

This thesis is divided into two parts. The first one is the theoretical part that based on the development process and the other one will be the result of the research. The thesis has several chapters, the first chapters provide an overall description of the origin of adventure tourism. The second chapter provides necessary steps and process for developing certain destinations, which play a significant role in development. The third chapter shows overall tourism prospects in Bangladesh and developing the destinations Cox's Bazar and Saint Martin Island was presented in the third chapters. The fourth chapter deals with necessary research methodology that has been used throughout the thesis and shows the necessary implementation method steps have been taken to achieve the goal of the thesis. Lastly, the results of the thesis are presented in the fifth chapter. Based on the answers that have acquired from interviewees concerning to Cox's Bazar and Saint Martin Island, this chapter identifies the main findings and the future recommendations. This thesis has used, extensively qualitative research methods and semi-structured interviews has been designed by the author to collect information and then the text was analyzed to achieve the final results. The interview deals with questions of developing of adventure tourism and how marketing strategies can play a role in order to develop a destination.

## **2 ADVENTURE TOURISM**

The distinctions between adventure, eco-tourism, and nature outdoor recreation are quite difficult. Therefore the definition of adventure tourism means the purpose of the tour will be outdoor activity which relies on feature like natural and also specialized sporting equipment, which can bring excitement for the tourists. Adventure does not require the tourist to operate equipment besides they can simply enjoy it as passenger, whether in a watercraft, or para gliding. (Ecotourism, 2015)

Different forms of tourisms have different characteristics but the adventure tourism definition is quite artificial in a sense that it is especially focused on one set of human behavior which is mainly on getting excitement rather than typical relaxing nature of travel. Different people has variety of expectations and experience outdoor activities but the core element seem always is the excitement. The duration of the travel and distance always has variables. It is always difficult to make distinction between adventure and non-adventure. Sometimes even non adventure tourism can have the element of excitement depending on the individual experiences. But experiences always may or may not be significant in terms of economic perspective. (Buckley 2010, 6) This chapter will discuss about the boundaries and various types of adventure tourism. Besides, it will also discuss the effects of adventure tourism on humans and its recent economic growth perspective.

### **2.1 Adventure tourism boundaries**

The boundaries of adventure tourism are not well defined but the core element of excitement has always it existence in psychology of tourists. But the increasing demand and activity of adventure tourism has led to definitive idea that must include interacting with the nature, and physical activities to make adventure trip successful. (The George Washington University, ATTA&Xola, 2010)

The increasing demand of the industry has brought up the professionalization in adventure tourism sector. All over the world, the adventure tourism companies has implemented various initiative that includes sustainability and interaction with the environment but also due to the nature involving risks, they have taken safety and responsibility as a key themes. Since tourism industries are surging it is well known that the adventure tourism will have more influence on making policy and development. Recognizing the importance of adventure as a significant multiplier in the growth of the whole tourism industry, and its effect on people and environments both direct and indirectly, in 2010 ADTI continues to venture in more discussion and research. They have paid attention to media and other partners to share their expertise and resources in order to develop the adventure tourism industry. (Adventure tourism development index, 2010)

## **2.2 History of adventure tourism**

From the dawn of human evolution, mankind has travelled from continent to continent where it was only about adaptation and survival. People had only one quest which was survival but as their survival quest began to take a unified form, they formed a society which brought the idea of civilization. Since the advent of civilization, people have been involved in commerce, exchanging their expertise or goods to another nation. So therefore they needed to travel to many unknown places, and that is `where the idea of adventure began. Modern adventure tourism began 35 years ago when people from different countries would travel to other countries for enjoyment and in order to view interesting sites. Adventure tourism is often related with the travel activities done in the remote areas or in the jungles which involves a lot of difficulties and risks. (Global report on adventure tourism, 2014)

In the early age people were often on a quest for knowing the unknown. Adventure tourism has evolved day by day and become a growing large industry around the world, creating enormous opportunity for everyone seeking adventure. For that reason, nature adventure tourism need lots of development especially for a country where they can bring more tourists,



creating sustainable effect on their economy, for instance in Nepal, every year hundreds of climbers go to Mount Everest endangering their lives and pay large amounts of money to the authority. (Adventure travel society, 2014)

The modern era tourism has multiple beginning, but notably during the early 1970s when some company started to offer special types of guided adventure, then the realization came that adventure could be parallel to other tourism sectors and commercial adventure tourism has also brought increasing diversification in tourism sectors. More often some company started to took daring commercial adventure trip for instance Himalayan expedition. Later all the tour operators followed and started to diversify their product range many different locations which lead to modern era adventure into a main stream tourism industry. (Buckley 2010, 217-218.)

### **2.3 Extreme adventures**

This form of nature tourism activity is defined by the level of physical strength that a tourist uses during his or her visit to the environment which has high level of risk. Tourists who involve in this extreme adventure, most of the time engage themselves in specialized nature tourism travels. (Weaver 2001, 82) A tourist who practices hard adventure tourism often tends to have diverse abilities regarding the various levels of physical challenges they are going to face. This tourist usually decides to experience hard travelling experience through the wilderness just to enjoy the nature to its fullest. (Weaver 2001, 74)

Hard adventure is also associated with thrilling element in tourism, which deals with the activities that favor the rush of adrenaline in a person. This is also very risky and dangerous as it involves dangerous activities like, trekking through the forest and mountainous regions, or rock climbing and parasailing. It also involves a lot of physical strength; travelers often go through various physical training mental exercises which provide them enough

motivation and physiological edge to face the danger and adrenaline as their point of interest. (Types of Adventure Tourism 2013)

Due to the rapid changes of human interest in their insights towards tourism, the industry is creating new dimension and as a result dark tourism term has been add up to the tourism dictionary. The recent surge of popularity in dark tourism cannot be ignored as a potential development for adventure tourism. To understand dark tourism this is often correlated with death, war and tragedy. Dark tourism has special significance because it is often attributed to human sufferings and grief, history. Dark tourism is also known as Thana tourism, in academia, which came from the ancient Greek word Thanatos, or also represent the personification of death. In fact, the phenomena of tourists' fascination with death is nothing new, it has been going on since the Roman time. In ancient Rome people often came from various parts of Europe to see the gladiators at the Roman Coliseum battling until one was killed or came to see the sacrificial rituals of ancient Maya. (The Institute of Dark Tourism Research, 2014)

During the middle Ages, people traveled to tombs, holy sites of religious martyrdom, and sometimes it also included watching public executions. The idea of travelling to watch human suffering was very popular during the Romantic period. In the late 18th and early 19th centuries with attractions for instance Waterloo and the ruins of Pompeii, which dark tourism expert Tony Seaton described as the greatest thanatopic travel destination of the modern era. (International Business Times, 2014)

The primary focus of modern day dark tourism is a place where death and human sufferings has been taken place are memorialized, for example battlefield, concentration camp and dungeons prison camps and graveyards. Sometimes the location has special significance not as much physical but to more extend as economic. Some places where represent the once pride and glamour as an industrial cradle such as Ruhr in Germany. The economic potentiality of dark tourism cannot be overlooked in modern era. Taking advantage of worldwide web and social media people are more willing to put their lives in risk just seeking

this unusual types of adventure, responsible for creating new potential niche market for tourism industry. (Sharply & Stone 2009, 130-33)

## **2.4 Adventures and psychology**

The psychology of human's quest began at very early stages of life, when they always tried to get rid of the monotonous life for a while, finding new adventures by travelling various places around the world, which help them to discover themselves beyond their day to day life and creating a life time experience. The psychology of an adventure may hold within the individual's quest for unlocking, and discovering human strengths. Naturally, people seek for a sense of adventure, and experience it in one form or another. Some may seem more adventurous than others, but there are common underlying processes, which is experiencing thrill in real life. (American Psychological Association, 2006)

People who seek adventure often tend to be driven by the opportunity of challenges and taking unknown risks to get thrilling experiences. Such processes help to shape human behavior and choices. Scientists have recently discovered that modern obsession with cleanliness might lead to increase in allergies, asthma, and inflammatory bowel disease. People should go outside and get dirty which will help to develop strong immune system. Going to adventure helps to build confidence and challenging attitude towards life. (Travel and wild life, 2012)

The National Geographic Magazine mentioned in 2013 that the Cycle of Travel are consisted of four elements including dream and planning followed by action and sharing. Sometimes going to adventure can be challenging and hard for a tourists but the one thing is certain about traveling to adventure spots, it becomes life time experience. Frequent adventure seekers will seek for more thrill. It is also changing their perception of life every time they go. Adventures build a person's confidence, and with each successive one, people push themselves just a little bit more. An adventure provides people with good memories, which

often remind them back to the forefront of their mind. By reliving their memories again and again, when people are in adventure that teaches them the capacity for learning something new. (The National Geographic Travel Magazine, 2013)

## **2.5 Adventure tourism growth**

The rapid growth of adventure tourism reached its peak in 2013. According to newly published report by Adventure Tourism Market Study show that adventure travel market has increased since 2009 by 65 percent. In 2013 together with George Washington University and Adventure Travel Association (ATTA) uses the same researches approaches, which was in 2010 report allowing a direct comparison for the growth trend analysis. The study focused on three important continent, Europe and North America and South America .United Nations World Tourism Organization`s (UNWTO) report showed that 70 percent of the world international departure come from that regions alone. The study also showed the total estimated cost of global adventure travel which is to be US\$263 billion, excluding airfare also travel related gear expenses for instance accessories and accommodations and equipment is estimated to be \$82 billion, which combined with \$263 billion adventure travelers contributed to more than \$354 billion in 2012 alone in adventure related travel. The influx of adventure tourism was largely due to the overall growth of global tourism industries which lead to average increases in expenditure on adventure travel. (ATTA, 2013)

The total growth of international tourism market reached all-time high, more than a billion international arrival recorded in 2012 as reported by UNWTO. During Adventure Travel World summit in 2012, it was expected that the adventure tourism will be the future of tourism industries. Rising number of European and South American travelers are considered to be major key contributors in adventure tourism. The increasing expenditure of adventure travelers globally was \$593 per trip in 2009 but in 2012 it reached \$947 despite of global financial market instability. As ATTA defined resolution for adventure travel consists of three elements for instance connection with nature and interaction with nature and physical activities. (ATTA, 2013)

In the 2013 Market study specifically designed to identify tourists who had participated in adventure activities ranging from hard and soft adventure. Moreover the Adventure Tourism Market study highlights the adventure travelers group from not adventure travelers group. The Adventure Tourism Study provide a prospect of the main characteristics and size of the world adventure tourism industries. As with progressive growth of tourism industries, adventure travel sectors become increasingly recognized for inviting environmentally and culturally aware tourists who focus on the sustainable importance of the host spots. Thriving adventure activities are also responsible for creating large number of employment for local and rural people worldwide. It is also creating alternatives work opportunities some of the remote location in the world which is helping to create a balance economic growth. New research published by Adventure Tourism Market Study shows that in near future adventure travel industry will expand greatly and offering more and more diverse activities. Special tour operators will expand the target market which will eventually enhance the total market in tourism industries globally. (ATTA, 2013)

## **2.6 Future of adventure tourism**

The rise of adventure tourism will have significant impact on global economy. It is estimated by UWNTO that, there will be 1.8 billion arrivals in 2030 worldwide. The organization also predicts that the rate of adventure tourism growth pace will be double which will be big advantages for developing countries. The tourism products have changed over time and the adventure tourism industries become one of the fastest growing sector worldwide. Every year it attracts high value customers, where they support local economy raise awareness for sustainable practices. In addition, the growth of this sector not only has positive impacts on tourism but also destinations and environment. (ATTA, 2014)

The future of adventure tourism will be extremely diversified and their activities will be more different than ever. The concept of space adventure in the future is nothing new but day by day the possibility of space tourism is becoming more feasible. There are already many private operator that has been set up for future space tourism, notably company like Virgin galactic and Space-x are known for their radical innovation towards space tourism.

There are several test has already been conducted (BBC, 2014). Space tourism will probably be the ultimate adventure tourism with advance of science and technology and it will soon be reachable for the mass. There has been a considerable cooperation between Russia and USA for commercial space trip and Russian Soyuz Rocket already taking NASA astronauts to international space station for US\$20. Though currently space tourism is only limited to few rich people but the prospect of space in the near future it will become much more affordable. (Yeoman 2008, 234)

### **3 TOURISM DESTINATION DEVELOPMENT**

The development of any tourist destination requires extensive planning which can help to maintain a sustainable balance and preserved the local culture and heritage, helping towards economic sufficiency. Tourism often needs highly trained professionals, who can provide with necessary expertise to keep up with destination developments besides highly trained professionals can also help to take strategic initiatives which often become fundamental base for the development of destinations. (Tourisk, 2005) This chapter will discuss the destination development and necessary steps. Moreover it will outline the importance of marketing and possible risk management strategy for destination development.

#### **3.1 Regional development**

Tourism can significantly contributes for regional development. The impacts of tourism is not limited only where tourism exist, its impact can be found both socially and economically both regional level. Tourism provides the essential livelihood for the area where tourism activities take place. In addition, the tourism growth often bring economic opportunity in underdeveloped region where it provide equal opportunities for everyone involved in tourism activities. (Babu, 2008 25). Besides it also deals with existing challenges and come up the new system, often help to improve the quality of tourism in local and regional level. As well as making sure the sustainability in the regional level, tourism development can work as a main catalyst that can help to improve economic growth in national levels. By attracting more tourist it can often lead to proper use of land where tourism is developing apart from congested urban areas. This correlation between tourism developments and regional development has been studied in several cases by Rayan (2010, 39-40) and Stabler (2010, 22)

In 2004, a study conducted by Raina and Agarwal tried to identify the base line for influencing local development, due to tourism activities and also why some region are more developed than other regions, that study has also similarly focused on less developed countries and came up with many assumptions regarding the importance of tourism for the developments in national levels. Both Huybers and Sharpley also identified the possible challenges for a certain destination might face to achieve development of tourism (Huybers 2007, 41-45) (Telfer& Sharpley 2008, 109-111). Moreover there are many experts including Ramos and Jimenez also tried to frame out the complexity of tourism within developments areas. (Ramos &Jiménez 2008, 68-69)

In the last two decades, a significant transition can be seen towards more economic sufficiency and quality of life within tourism development (Bartlett 2010, 130-155). The nature of tourism is often very labor intensive thus, it can create a large scale employments eventually helping the total economic situation. So therefore, many countries around the world has prioritized the tourism as the economic power for regional development. Often tourism has existing relation with other services which help to identify the necessary products development in many areas (Bessire 1998, 25-38). Moreover there are some idea whether different policy innovations could help at regional level to sustain the growth of tourism. Besides the connection between tourism and regional development often depends on the co-operation between regional and local authorities (Constanin 2000, 56).

### **3.2 Management and marketing development process**

The importance of management and marketing in tourism for developing destination cannot be overlooked. Well- manage destinations is bound to be sustainable which helps in the long run to continue the pace of economic growth and creating working opportunity long term. Destination with proper management often provides the maximum benefits with low expenditure, which benefits the growth of tourism. Sustained economic growth is the result of proper planning and management, which provide access to job facilities to the local people



thereby improving the quality of life in destination area. Ineffective management can be potential risk, sometimes it can lead to loss of job in the future ( Buhalis 2000, 98-97).

The concept of management and marketing are often related in development process. Management in destination areas are particularly focused on the negative aspects that a tourist might experience, but it also helps to enhance the tourist's experiences and support for the indigenous people and raising awareness about the environment. Marketing is another important components that informs tourist about the destinations. It also helps to create awareness about the destination, moreover it create an image about destinations where a tourist can possibly visit. Marketing does not only create awareness but it also gives necessary reasons to travel in particular area. Proper marketing helps to motivate visitors for particular destinations (Buhalis 2000, 93-110).

Innovative marketing strategies can help bringing more tourist by changing their perception and view about the destinations. Therefore proper marketing strategies are involved the best use of any international events as an important marketing tool for instance Olympics, World cup football host countries has seen heavily marketed their tourism industries which resulting more tourist even after the event. There are many factors a tourist considers, when travelling to a particular destination among them hospitality and services is the most important. So therefore many marketing strategies are often focused about the quality of their services and local attitudes towards hospitality. This kind of marketing helps to convince a potential tourist's for visiting a destination due to their quality of services (Islam 2012, 56).

### **3.3 Marketing strategies**

Marketing strategies are always a key components to achieve certain goal. Usually this strategies are combinations of product development and new product innovation to increase the market share and profits at the same time. As a result of marketing strategies relate with leadership and product diversification and segmentation and satisfaction of the customers. This strategies can be used as destination development tools. (Metin & Seyhmus 2011, 133)

To achieve a certain marketing goal, it is essential to identify the target audience and discovering their demand through analyzing which can help develop the right products. Because without the right product no amount of advertising will attract tourist to a destination. Likewise every marketing strategy should focus on what the consumer seeking and if the destination can full-fill this demand. It also need to consider the destination`s position as well as creating unique selling proposition. An effective marketing strategies should integrate with the regional tourism plan and product development plan. As a matter of fact, it is essential to co-operate with other tourism related association, since a consumer does not recognize boundaries. Besides it can also acknowledge the consumer behaviors which effectively reduce the cost (Tourism Excellence, 2014).

### **3.4 SWOT analysis**

SWOT Analysis refers to the method commonly used by managers, to evaluate organization`s on going situation. SWOT analysis helps to identify the weakness and strength of the company or firm, which helps the mangers to make strategic decision for the future. It helps to identify the future potential and possible risks factor. (HILL, & Westbrook 1997-46-52). SWOT analysis provides valuable information for the company regarding their current situation and also information about other organization about the future competition. (Zahra 2012, 18-27). For all organizations, SWOT analysis plays crucial role for identifying

own's and as well as other competitor's market condition, in addition it also provides a strategic analysis for the organizations. Regardless of the business, various sectors come with potential risk, if those can be targeted beforehand, it can easily be a potential strength. (Bonita 2006, 78)

Hence, potential failure to target weakness, can lead to a loss of business opportunity, so therefore it is ideal for any company to assess their strength and weakness, and threats. SWOT analysis has been extensively used throughout the industry to make decision. It has also been used as tools for crisis planning, management planning in the organization as well as developing human resources and marketing. (Bonita 2006, 78)

### **3.5 Destination risk management**

Tourism destinations and business has been challenged by many environmental disaster often correlated with sudden global warming and sudden natural disaster strikes like tsunami, cyclone and earth quake. As consequences the tourism industry has faced many shock both globally and regionally which often affected the destination development and depended livelihood and the economy (UNEP, 2008).

Risk is a major component in tourism destination so therefore it is important to give active attention towards measuring and minimizing risk. Risk management initiative can be taken individually or by a company as a whole. But it is important to note, once any tour starts the element of risk will exist. To be specific, risk management should be done at six different level for instance commercial and medical ,legal ,physical and both operational and social level. Often it can be seen that many tour operators try to transfer some the of risk to individual clients by offering them to take comprehensive travel insurance , so therefore consumer safety can be insured both medical and psychical related injury (Buckley 2010, 51-52).

There are many tourism destinations around the globe where a significant number of their economy depends on tourism sectors. But recently, intensity of climate related hazards, are great threat to the sustainable economic development, even sometimes disaster can undermine the sustainable development and increase the risk of both private and public investments. A resilient tourism destination can have potential contribution and technical expertise to manage the disaster risk. So for that reason it is essential to introduce consistent dialogue with other sectors and to understandably coordinate and communicate. Sharing information often makes it easier to absorb, and recover from any crisis. Furthermore working cooperation with other sectors can reduce the risk of damage and loss and will increase the ability to sustain the growth development which also contribute to local and national economy. (Nau, 2013)

#### **4 TOURISM IN BANGLADESH**

Tourism industry in Bangladesh is still at its infancy since 1971 when the country got its independence, the government could not focus on developing tourism sectors due to lack of resources and guidelines. In 1973 as an effort for developing tourism industries Bangladesh tourism board was established but it was in 1980s when the government decided to make a comprehensive plan to improve the dying tourism industries. As an initiative, it has brought changes in the public management systems in tourism industry. The government ease some of the rules and regulation by encouraging private sectors to make planning and policy and also working towards promoting tourism industries. These changes in management frame work has transformed the tourism industries, since it allowed the participation of private company which invest heavily on infrastructure other developments areas. Since then Bangladesh has noticed a steady growth in tourism industry. (BPC, 2009)

As a newly growing industry the economic impacts of tourism in Bangladesh cannot be overlooked. According to the world tourism and travel council (WTTC) in 2013 alone the tourism industry has generated 1,281,500 jobs which counted for a total of 1.8 percent of country's total employments, bringing the world ranking for Bangladesh to 157 out of 178 countries worldwide. Like many other industries the tourism industry has significant contribution to the thriving economy of Bangladesh, as it is creating new jobs and developing the fragile infrastructure of the country. (WTTC, 2013)

#### **4.1 Economic impacts**

Bangladesh has variety of tourism related activity which can attract both domestic and international tourists. Day by day the tourism industry in Bangladesh are playing major role in developing the country's economy. Bangladesh has many different kind of touristic places that includes archeological sites, beaches, historical monuments, and wildlife tribal people. According to a study by National Tourism Authority (NTA), the number of foreign tourists visited the country were 15, 29000 from 2006-2010 and contributed to 413 million USD. The country is trying to improve the industries to attract more tourists in order to increase foreign currency in this sector. (WTTC, 2013)

In addition, with the growing interest of international tourists travelling to Asia, tourism has noticed substantial growth in Bangladesh. Due to its strategic geographical location the international tourist identified Bangladesh as a Micro-Asian corridor for transcontinental traffic connecting Europe and Australia. Chinese airlines industries understanding the potential of the region, have introduced various airline including Air China and China southern airlines. The number of Chinese visitors has also surged after the introduction of those airlines. Besides the private aviation in Bangladesh has improved significantly due to increasing number of tourist. (The Financial Express of Bangladesh, 2013)

Bangladesh is now one of the leading countries for having GDP growth which is internationally recognized due to its export garments and manpower etc. This economic boom can significantly influence the tourism industry. With the increase of foreign investment by internationally recognized hotel chains, it is estimated that within 5 years there will be 9,000 international standards rooms. For those operation rooms and hotel there will also be demand for 15,000 trained professionals, which will have profound effect on public and private sectors. To take advantages from the potential tourism industry, government has already introduced new tourism policy in 2010, which emphasized for the development of eco-tourism and pilgrimage tourism and rural and community tourism, archeological tourism and many other form of tourism based on the tourism related resources and also based on

country's culture and traditions. Nearly 2.1 % percent GDP has directly come from tourism related industry in 2012 which counted for BDT 193.bn.It has increased by 7.7% percent in 2013 which contributed to BDT 207.5 bn. This growth has mainly reflect the income brought by related industries for instance hotels, airlines , other transportation services but that does not count for commuter services. But it includes the thriving culinary business which is directly supported by tourism. So it is a positive trend of tourism for the economy which is expanding the growing economy. (Bangladesh Tourism Economy Impacts Report, 2013)

#### **4.2 Socio cultural impacts**

Bangladesh has noticed profound effects of socio cultural impacts of tourism, due to rapid changes in tourism industries. For various reasons host communities has subjected changing their behavior and customs. (UNEP, 2015). The impacts of high rising tourism has brought changes in the social systems which sometimes affecting the indigenous in Bangladesh .Besides it has brought changes in family structure, traditional life style and morality. Sometimes host communities cannot take part in development of tourism or related activity due to the nature of increasing money making policy of the tourism industries. On the other hand tourism has raised social awareness among the locals, thereby it has played an important role toward employment, increasing participation of women in business leading to empower women and educational development. One of the other important aspects of the socio cultural dynamics is tourism lead the way for more sustainability in the tourist places. Now local people also learn to value their natural resources since, it has been providing them with various opportunities and much better standard of living. Tourism has also effected the cultural exchange of different identities, which lead Bangladesh towards much secularism. People are now much more open to western culture and ideas. (Euro Journal, 2013)

The development of rapid growth of tourism has brought up many changes in Bangladesh. The expansion of tourism industry has some negative consequences both environmentally and socially. Bangladesh government and other private organizations are increasingly concerned about the negative impacts of tourism in host areas and its people`s livelihood.

Especially southern part of Bangladesh has suffered the most due to its tourism activity. Previously government had some open policy for the private investors to come and play an important role in tourism on the other hand that lead to the mass development of infrastructures without proper planning as result, the local environment and ecology has changed drastically. Air pollution is very common in this area. The eco-systems of the local area has changed drastically, increasing number of tourists activity has also be found as major cause of the extinction for some indigenous animal. (Views On Tourism, 2010)

### **4.3 Developing adventure tourism**

Adventure tourism is one of the most important part of tourism industries. Every year millions of tourists go to different countries seeking adventure related activities. Unlike many popular destinations around the world, Bangladesh has yet to develop its adventure sectors. Due to its huge natural resources and geographical location it can be potential hotspot for adventure tourism. Bangladesh is not known for its tourism but recent development in tourism sectors has brought back various opportunities for adventure tourism. (Wild Frontiers Travel, 2015)

Based on the natural resources Bangladesh has contained, adventure tourism can be developing in various parts of Bangladesh but some areas has much more potential than others. Especially southern part of Bangladesh, Cox`s-Bazar and the Saint Martin Island would be ideal place for developing adventure tourism besides considering all the aspects of sustainability. Maintaining sustainability is very crucial when it comes to adventure tourism. Cox`s Bazar has the largest cost line and spectacular hilly terrain also a small island in middle of the sea, which can meet all the aspects of adventure tourism. (BPC, 2015).



#### **4.4 Cox`s-Bazar and tourism**

Cox`s Bazar is a small town, which is situated in the southern part of Bangladesh. It is famous for having the longest uninterrupted sea beach in the world (BBC Asia, 2014). The beach in Cox`s Bazar has stretch for 125 km with gentle slope far away from the industrial city of Chittagong which is second and commercial capital of Bangladesh. To local people, Cox`s Bazar is also known by the name Panowaa, that literal translation means yellow flower. Its other old name was Palongkee. The modern Cox's Bazar is named after Captain Hiram Cox (died 1799), an officer serving in British India. He was an officer of east India Company who was successor of Warren Histing who was the governor of that part of region. Captain Cox was responsible for resolving the century-long conflict between Arakan refugees and local Rakhains. He was able to provide working opportunity for all the refugees and solve the long on-going conflicts between the groups. But unfortunately, a premature death took Captain Cox in 1799 before he could finish his work. As a recognition of his role in rehabilitation work, a market was established and named Cox's Bazar ("Cox's Market") after him. (NK Travel and Tourism, 2015)

Today, Cox's Bazar is one of the most visited tourist destinations in Bangladesh. It has the potential to become one of the major tourists' attraction in the world. In 2013, the Bangladesh Government formed the Tourist Police unit to better protect local and foreign tourists, as well as to look after the nature and wildlife in the tourist spots of Cox's Bazar (Dhaka Tribune, 2015).

Over the years, Cox`s-Bazar has become one of the most popular tourist destination in Bangladesh. Activities like sunbathing, swimming in shark free water makes, it a top attraction. Besides it has unique opportunity to watch sun set and sun rise in same place which brings a large number of tourist from Europe and the USA. Despite the fact of large number of incoming tourist in Cox`s-Bazar, there is no exact record kept by Bangladesh Parjatan Corporation (BPC), but many private organizations like AEP report shows that, there are 10,000 accommodation facilities in beach area, including many private hotel and five star hotels offer exclusive luxury accommodation facilities in beach area which provide a unique opportunity to enjoy the seaside view. (BPC, 2012)

Cox's-Bazar is not only a tourism spot but also an adventure places. There are many attract places in Cox's-Bazar which can have a significant contribution for developing adventure tourism. Activities like world longest beach marathon and scuba diving, sand cycling and buggy riding, surfing and parasailing and also annual beach cricket are many more elements of adventure in Cox's-Bazar.( Total Plus Ltd ,2015). Besides Himachari and Labanai and Inani beaches located 32 km from Cox's-Bazar are known as a nature loving paradise because unique waterfalls and hills sights provide unique experience. ( Triposo, 2015). The only safari park in Bangladesh is located in Cox's-Bazar called Dulahazra , as a conservation effort towards wild life and sustainability Bangladesh's government initiated that safari park program in 2007. Currently Dulahazra safari park has four thousand animal including Bengal tiger and elephants, various reptiles, salt water crocodile where tourist can have thrilling experiences. (Trip Advisor, 2015)

Culinary experience in Cox's-Bazar can also be part of adventure, local cuisine including various sea foods offers a unique opportunity for tourist who has adventurous tests in food. There are many dedicated sea food restaurants that offers wide range of selection including lobsters and squid and crabs and jelly fish for tourist. There is also some opportunity for tourist to go for fishing in the Bay of Bengal. (BPC, 2015)

#### **4.5 Tourism on Saint Martin Island**

Saint Martin Island is only 8 square kilometer long which is situated in northeastern part of Bay of Bengal. Saint Martin Island is the southern part of Bangladesh close to Myanmar. The first settlers came to this island was an Arab who called the island Zajira. But during the British occupation named the island Saint Martin. Saint Martin Island is the only coral island in Bangladesh. This island has the inhabitants of 3700 of people and their livelihood primarily depends on fishing, collecting sea algae. The only agriculture staple is rice. Relatively hostile weather in the rainy season between October and April makes it an ideal place for adventure tourism. (Trip Advisor, 2015)

Saint Martin is the only coral island in Bangladesh. Every year St. Martin's island attracts many tourists from all over the world due to its rich marine life. The island has seen increasing number of domestic tourists also. Tourist often go there for activities like scuba diving, wild fishing etc. In addition to sun rise and sun set are two most beautiful things can be enjoyed. There are some separate island also but notable Cheradia is most popular for adventure because it provide the necessary facilities for scuba diving. Even though St. Martin's is playing a major role in the tourism industries, accommodation facilities in that area somehow are limited which affects the total number of tourists. (Trip Advisor, 2012)

## 5 RESEARCH IMPLEMENTATION

The concept of tourism is much diversified, according to Smith, prior to conducting any research in tourism field, ones must take note of the various aspects of tourism that includes economics and anthropology. Ideally tourism is the most complex subject of any science. It is identical to human behavior and its social surroundings which effects the economic and social changes. He identify tourism as “All tourism research is fundamentally shaped by how the researchers see tourism”. The two side of tourism includes supply aspect and demand aspect, where supply aspect most focus on the economic related services .On the other hand demand aspect relates to the people who directly is affected by it, both economically and environmentally. (Smith 2010, 1-2)

The purpose of this chapter is to give a broad description of the research and the methods of research and explaining the various process, how the research is being done. The research process has been explained in details, consisting of various subchapters. The subchapters contain the introduction process of the research and data explanations and the process of data collections and the last chapter focuses on the reliability and validity of designated field of this research. The outcome of the research is provided in the last chapter, under the named findings and future recommendations. This chapter will provide a good understandings of the research methodology.

## **5.1 Qualitative Research**

The purpose of qualitative research is to find out specific target group and their range of behaviors, through observation including identifying the related problems. This type's research helps to study small group of individuals which act as main elements for construction of any hypothesis through details information's. The result of qualitative research is not predictive rather expressive. This type of research has an objective which focuses on findings of the subjects often without requiring quantify the measures variables. The research has various limitation because of its restrictive nature and exclusively time consuming, and ideally it limited set of subjects. The qualitative research method is very descriptive which tries get a deeper understanding of specific contexts and subjects, (Veal 2006, 193-195)

## **5.2 Data collection method**

Considering this thesis qualitative research is much suitable than quantitative research method, since it deals with many sub types. Structured and semi-structured interview, in depth structured interview and group, biographical and ethnography methods, group observation and text analysis are some common approach in qualitative research methods. This research method has two different way of data collection, the first one is sequential way which collects data in certain steps. The second one is recursive way which collects data and analysis simultaneously. (Veal 2006, 195-196).

### **5.3 Semi-structured interview**

The semi-structured interview often utilize best available processes, without taking interview more than once, besides numerous interviews are used to get the data. Observation is primary tool in semi-structured interview, where causal and more amorphous interviewing give the opportunity to the researchers to reach a better understanding towards the concerning subjects, creating viable and more applicable semi-structured question. The interview guide works as main component between the interviewers and the interviewees utilizing the best resources. The guide has extensively used questionnaire for the designated topic to cover in the event of conversation. (Veal 2006, 197-198)

### **5.4 Text analysis**

The process in text analysis involves, researcher gathering information and hard evidence about the topic, which will be researched. This is the methodology in data collecting process. The text analysis frequently make qualitative research much more flexible and easier by prioritizing the important terms and allowing the researcher to separate open ended response. Later analyzing the response, it will help the researcher to have an extensive insight in the outlooks, culture and concerns and behaviors and perception of the respondents (Veal 2006, 203-204).

## **5.5 Validity and reliability**

The term reliability is defined as an extent, which measures various risk factor for preventing any arbitrary mistakes because the measuring of data is not completely flawless and vulnerable. There are various sources which constantly poses challenges to the reliability such as the clarity of the states in the participant perception for the research. Another important aspects has to be considered, especially the timing because participant`s response can be very unstable during a rush of event and early in the morning since they can be tired and less energetic (Veal 2006, 41).

This research on developing adventure tourism in Coxs-bazar and Saint Martin Island can be regarded as reliable since it is based on real facts on through various interviews which is thoroughly analyzed afterwards. Those interviewees were from many different field including local residents and travel agent and a general tourist. The interview was done by prepared question and allowing interviewees to express their opinions regarding the future and potential of the subjects.

Validity is where the information is collected, that reflects the subjects has been researched. As with any research that has been conducted, research has certain purpose and demand since it is fully experimental where validity incorporates the complete concepts of the study and oversee the results, if it meet all the important requirement of scientific method. Systematic errors is the main risk in validity. For a data to be reliable it needs to be checked. (Veal 2006, 41)

## **6. RESULTS**

The research has been on done in two steps, interview was the main element the second element was text analysis. Interview consists of three different people, including a local resident and a tourist and a travel agent. In the first phase of interview, was to know the potential of developing adventure in Coxs-bazar and Saint Martin. The second interview was to identify the much needed development required for adventure tourism. The third one was, how government and private enterprises can play a role for the development of adventure tourism. The fourth one was to find out possible obstacle for the development of adventure tourism. The fifth theme was how marketing process can help in development process, and also given a chance to interviewees to present their opinion and suggestion.

### **6.1 SWOT Analysis of adventure tourism in Bangladesh**

After researching various secondary data available in websites, books and journals about Bangladesh, SWOT analysis of tourism development in Bangladesh as follows:

By definition strength commonly refers to a potential resources and skills that make a business have a competitive edge over their counterparts. Bangladesh has a lot of potential for tourism development because of its beautiful landscape and natural resources and thousands of years of historical sites and traditions. The people of Bangladesh are known for their hospitality and cultural heritage. Bangladesh has also seen lot of development in the communication sectors, especially airlines industry. It is connected more than 30 major cities around the globe. Besides, it has noticed significant improvement in domestic airline industry. (BPC, 2015)



A weakness is the deficiency or the limitations that challenges the organization's performance. Like any other tourism industries, Bangladesh has many obstacles for the development of tourism industries. Lack of foreign investment in tourism sectors often resulting in poor development of infrastructure, which creates significant problem in accommodation and transportation services. The quality of services in tourism industry are not up to date. Moreover lack of security and medical facilities is also inadequate. Other major challenges is the expensive visa procedures and lack of embassies around world, which limits the numbers of incoming tourists. (BPC, 2015)

Bangladesh has lot of opportunity in tourism industry. With potential resources available, it can easily diversify the tourism industry to target all different groups of tourist, for instance adventure tourism, cultural tourism and religious pilgrims. Increasing globalization has presented the opportunity to market its tourism services and information throughout the world. (BPC 2015)

There are many threats in tourism industry in Bangladesh that includes political instability issue and improper management in the airport facilities and increasing violent crime due to poor economic conditions. Another major factor for resulting in lower number of incoming tourists is competitions from neighboring countries in tourism sectors. The lower number in literacy, often led to lack of awareness which destroys the environments and early destruction of sustainable resources. (Chowdhury 2011, 81)

The people of host area are heavily dependent on natural resources for instance for cutting woods and excessive fishing due to lack of alternative employment. As a results every years Bangladesh is losing much of its vital wild resources. In some tourist area there is not enough accommodation and medical facilities. Above all, Bangladesh is known for its corruption and poor economic condition which results in misinterpretation of the country to international tourists. (Chowdhury 2011, 81)

## **6.2 Outcome of SWOT analysis**

By identifying potential strength and weakness and threats opportunity, there can be many improvement and development can be done for boosting tourism industry in Bangladesh. An innovative image campaign can helps to recover from bad reputation in tourism industry. Beside foreign diplomatic relation should be improved and new policy should be introduced about the visa restriction and reducing visa processing fees. Online services also could be improved through updating websites and travel blogs and also integrating all travel facilities through internet. Raising awareness in local community and providing enough education and work facilities can play a crucial role for the development of adventure tourism.

## **6.3 Presenting interviews**

Due to the nature of this thesis, the author was not able to conduct the interview directly, but the author was used modern communication system which is as effective as live interview. The interviewees were from different fields A is local inhabitant of Cox`s-Bazar and B is a general tourists and C is a travel agent based in Dhaka and the interviews were conducted by video calling software call skype. The author has to formulate the questionnaire beforehand and translate into local language which helps the interviewees to understand the questionnaires about the subject.

The first question was based on important question, what are the possibilities of developing adventure tourism in Cox`s-Bazar and on Saint Martin Island. It was quite apparent that, almost all the interviewees agreed, there is a huge potential for developing adventure tourism in that region .Tourism is the main source of economic activity in Cox`s-Bazar and Saint Martin Island and also becoming one of the major tourism destination in South Asia. The potential for developing adventure tourism is quite plausible because those two destination are situated in close proximity. Due to immense natural resources and surrounding landscape

offer variety of adventure activities, which is the main cornerstones for developing adventure tourism. As interviewee A said regarding the adventure activities:

“The mountain beside the Cox`s- Bazar sea beach could be a great option for trekking and rock climbing. And the small but beautiful island Saint Martin is undoubtedly full of adventure. Canoeing, rafting and water sports activities are the possible options as adventure tourism here”

Moreover it provides an ideal opportunity for diversifying the tourism industries and making adventure tourism into the mainstreams sectors.

Theme two was specially designed to identify the necessary measures need to be taken in order to develop adventure tourism. It was quite clear that there should be an integrated efforts and participation from both domestic and international tourist organizations. Improving existing tourist facilities and active encouragement for foreign investment in main tourism industries will eventually lead the way for developing adventure tourism. Similar efforts also needs to consider in regards to market the idea and creating an image about the destination. Regarding the necessary measures interviewee C mentioned:

“Launching massive campaign using internet and various social media and travel blogs and posting videos in YouTube will reach the message out to all tourists around the World.”

Another aspect is, government need to ensure political stability and also providing adequate safety and medical facilities for tourists.

The importance of Government and private enterprise`s participation in developing adventures tourism in Cox`s-Bazar and Saint Martin Island should not be overlooked. Theme three was specifically designed to find out the relevant answer for this. An understandable cooperation between Government and private companies will help to forward the development of those destinations. Government needs to ensure enough infrastructure and transportations facilities whereas private investment will provide and make the best use of sustainable and creative energy sources. Often development like accommodations and

proper management depends on private investments. So therefore it is essential for the Government to make friendly investment policy for private company to flourish. Open investment policy and reduction of corporate tax will bring both domestic and foreign investment. But at the beginning, Government and private enterprises need to work together for the developing adventure tourism. As interviewee B said:

“Tourism is an especially delicate industry and the private entrepreneurs can contribute through their dynamism. Perhaps a joint plan of action representing the both forces can help grow it faster”

Theme four deals with the possible challenges for developing adventure tourism in Cox`s-Bazar and Saint Martin Island. It is well known that any development of destinations will pose some imminent challenges. Prior to development, it is essential for tourism industries to have an early understanding and preparation for this challenges. In case of Cox`s-Bazar and Saint Martin Island, there are many challenges that need to be addressed. Due to the remote location from the mainland, those destinations have not yet seen adequate development in infrastructure and communication areas. This also lead to lack of proper development and long term comprehensive strategies for this area. It is quite difficult to reach both destinations due to poor transportation facilities, moreover adventure tourism industries will have difficulties to attract large number of tourists because it is not quite mainstream activities in Bangladesh. In addition lack of community resilience and advance disaster reduction management will also effects the developments.

Marketing plays a crucial role for development of any destination. Theme five was design to understand the various important aspects of marketing can play for the development of adventure tourism in Cox`s-Bazar and on Saint Martin Island. It is quite obvious that without proper marketing those destinations will not be successful, almost all the interviewees express their opinion, the importance of marketing regarding Cox`s-Bazar and Saint Martin Island. Cox`s-Bazar and Saint Martin Island has many products and services to offer for the customers. Developing adventure tourism will adds another dimension to the tourism industries. Marketing strategies should focus on the services and relative nature of cheap cost of travel expenses, it will provide a competitive edge over the neighboring countries.

To successfully market this idea around the world, using internet can reach consumer very easily and effectively. Tourism industries has been using social media as their main marketing tools nowadays. As interviewee A mentioned regarding marketing:

“Marketing should emphasize on the potential attracting large number of younger population thus using social media will be very effective way to reach them”

Theme six was for the interviewees to express their opinion freely. Many of them put stress on the best use of natural resources and proper planning and raising awareness in local community at the same time providing them alternative employments opportunity so that they do not depends on natural resources and wild life. It is also important that any development plan should also focus on the sustainability and creating local community resilience will speed the development initiative.

#### **6.4 Main Findings**

The purpose of this research was to find out possible development of adventure tourism in Bangladesh especially in Cox's-Bazar and Saint Martin. Through this research, there has been many findings identified, which will be outlined for the development of adventure in that region. The findings will be represented in following paragraphs:

From the interview that took places among various groups, it was quite clear there is huge potential for the development of adventure tourism in Bangladesh. Cox's-Bazar and Saint Martin Island has been a main attraction for the tourist. Due to its ideal location and tropical weather and diverse ethnic culture makes it a possible thrill seeker's heaven. It has mountains and hills which can be used for hiking and base jumping, paragliding and so on. The Bay Of Bengal Sea can also offer wild fishing and surfing and underwater diving activates. Thrill seekers can take advantage of all year round sun shine and cheap accommodations facilities.

Local cuisine which offers various sea foods and ethnic foods can also be a part of attractions. Considering all of these resources and potential for tourism but still failed to attract large number of foreign tourists.

Coxs- Bazar and Saint Martin Island has never been consider as thrill seeker`s paradise even though it has many things to offer. If Bangladesh government wants to make tourism as main industry in that region for boosting local economy, it needs to attract more international tourists. By offering diverse activities such as adventure and focusing on quality of services, it could easily attract more tourist from around the world. Increasing security and promoting consciousness in local residents is also a key steps. There are some challenges that need to be overcome for the development of tourism in Bangladesh. Government of Bangladesh has not introduced any long term plan for the tourism industry. It shows indifference towards tourism industry even though, it has significant contribution to the national economy. In addition, lack of maintenance and management of those facilities that already exist need to be maintained.

Proper marketing has a huge impact on any industry. Well planned marketing can enhance the chances of success for development process. So therefore, marketing has always been considered as an integral part of development. To reach international tourists and to provide a clear information in regards to the facilities in desired destinations, marketing can plays a key role. Preconceived misleading idea about the country among tourists has created a negative image in the tourism industry. To overcome this problem, a long term strategic plan could be an ideal steps for attracting more tourists. Still many tourists has no idea there is such an opportunity of thrill seeking exists in Coxs –Bazar and Saint Martin. Without innovative marketing development no amount of investment in tourism industry will be able to sustain in the long run. So marketing should be given priority and it needs to be updated throughout time.

## 6.5 Recommendation for the future

This chapter will provides future recommendation which has been identified through this research. Since Bangladesh has a lot of possibilities for developing adventure tourism because of adventure tourism will add dimension in tourism industries. The existing infrastructural facilities can be a great edge for adventure tourism besides advance risk management should be introduced.

By coordinating all program together, it will overcome the management issues. Moreover government need to focus on sustainability in tourist area such as preservation and protection of wild life and resources. Policies and regulation need to change in tourism industry in addition, promoting Bangladesh as main tourism destinations around globe and reinventing its tourism image. Both government and private sectors should come forwards for tourism related infrastructure development such as especially paying attention to road and train bound transportation systems and improving communication facilities that include internet service in remote part of Bangladesh and accommodations facilities and the quality of services need to be improved.

Enhancing community resilience for tourism development is also an essential steps for developing adventure tourism. Cooperation between local and regional government also help to maintain sustainability and assuring continuous employment opportunity, leading to economic sufficiency both local and national level. Raising awareness among local and encouraging them towards more organic development will protect the resources, thus lead to long term preservation of nature and its sustainability.

As for the government initiatives, it needs to assure long lasting political stability and promoting strong relation with international tourism community will have a positive impacts on tourism industries. In addition, government need to focus on restructuring the tourism corporation and paying attention to sector wise development in tourism industries. Special tourism guidance institute need to be established in order to make necessary policy and regulations.

## 7 CONCLUSION

Bangladesh is holding a lot of potential for tourism industries because of its unique beauty and rich cultural history. Now this is the ideal time for diversification of its tourism industries. Developing adventure tourism is the ideal elements for diversification, there are many places in Bangladesh, where adventure tourism can be developed but Cox's- Bazar and Saint Martin Island offer unique advantages due to its location and natural resources. The main objective of this research was to find out the possibility of adventure tourism in that region. During this research project there has been many findings and new idea has been identified. The main motivation for this research was to discover and find out new way of entertaining the younger generation and adventure tourism was the right answer for this.

During this research, there has been many findings identified both as possibility and challenges, which can be considered as the biggest success of this thesis. This thesis has also found out the way, how those negative aspects can be deal with. So therefore primarily this thesis has been a success. The secondary objective was to find out how marketing and both government and private enterprise are related with developments can make destinations successful and bigger.

To conclude, developing adventure tourism in Cox's –Bazar and Saint Martin Island need to be considered as the best way to diversify the growing tourism industries in Bangladesh. So there for it is essential to impose high level of sustainability policy to protect and usher the way for developing adventure tourism. With care and proper regulation Bangladesh can turn this industry into a major source income which will also help to develop and create enormous work opportunity for the locals. Moreover, regular campaign for raising consciousness among locals can also be undertaken so that they can protects the environment adventure tourist place because ultimately it is the local inhabitants can directly protect and maintains sustainability.



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Subjects: DEVELOPING ADVENTURE TOURISM: A CASE STUDY OF COX`S  
BAZAR AND SAINT MARTIN ISLAND

Author: Md. Tanbir Ahammed

Supervisor: Katarina Broman

Interview Types: Semi Structured interview

- ❖ What are possibilities of developing adventure tourism in Coxs-Bazar and Saint Martin Island?
- ❖ What kind of measures need to be taken for developing adventure tourism in that area?
- ❖ How both Private and Government enterprises can take part?
- ❖ What could be the possible challenges for developing adventure tourism in Coxs-Bazar and Saint Martin Island?
- ❖ Is there any marketing process involve? If so how it can play role?
- ❖ Any future recommendation and suggestion?